

# COLUMBUS CONSOLIDATED GOVERNMENT

Georgia's First Consolidated Government



## FINANCE DEPARTMENT PURCHASING DIVISION

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March 23, 2023

### ADDENDUM NO. 1 Recruitment Advertising Services RFP No. 23-0030

Use the form provided in the solicitation to acknowledge receipt of this addendum. Failure to do so may result in your submittal being deemed non-responsive and not receiving further consideration for award.

Vendors are informed that the above subject solicitation is hereby modified, corrected, or supplemented as specified, described and set forth in this addendum:

#### I. DUE DATE

The due date is extended; proposals shall be submitted via DemandStar no later than **5:00 PM on Friday, March 31, 2023.**

#### II. QUESTIONS/RESPONSES

Question 1: What is the length of the contract?

**Response: This is not an annual/term contract. The length of the contract will be until all specified services and media are provided/delivered.**

Question 2: The RFP specifies the video must be produced as quickly as possible, but it also asks for timing and budget for airtime. Are you also asking for a media plan and budget for the video as well as any other marketing tactics?

**Response: No.**

Question 3: What is your budget for the video?

**Response: The total project budget is approximately \$20,000.**

Question 4: What is your budget for the media buy (both traditional and digital)?

**Response: This question does not relate to deliverables specified in the RFP. If you are referring to online display ads, the RFP states that it does not include placement; only delivery**

**of digital files in all standard online display ad configurations (see page 13, Section II, Online display ads).**

**Refer to the response to Question 3 regarding the project budget.**

Question 5: The cost proposal asks for a cost for web design consultation. Should we quote a new website, or do you anticipate using your current site?

**Response: The current website will be used.**

Question 6: We understand that time is of the essence in completing this project is there an established time frame or deadline by which it must be complete for the video and for the advertisement media. If so, what is it?

**Response: A specific deadline has not been established.**

Question 7: Has a budget for the recruitment video been established? If so, can it be shared?

**Response: Refer to the response to Question 3.**

Question 8: If no budget has been established, are there any caps dictated by the RFP process which cannot be exceeded?

**Response: Refer to the response to Question 3.**

Question 9: With the Columbus Police Department staff and officers be available to appear on camera in both speaking and non-speaking roles as representatives of the department?

**Response: Yes.**

Question 10: Does the Columbus Consolidated Government anticipate the need for any paid talent or actors to appear in the video? If yes, please clarify their role (e.g., “Presenter” or “Bad Guy”).

**Response: No, Columbus Consolidated Government does not anticipate the need for paid talent or actors.**

Question 11: If required by the script, will Police Department resources be made available during all location production? For example, police vehicles and officers to drive them.

**Response: Yes.**

Question 12: Has the Columbus Consolidated Government identified existing recruitment videos that matched the style, tone or content desired for this project? If yes, would you share those videos for the purpose of better understanding the desired deliverables?

**Response: No. The Columbus Police Department is looking for a fresh, creative concept that generates a captive audience.**

Question 13: Will the Columbus Consolidated Government or Columbus Police Department have a dedicated staff member responsible for working with the production crew and helping coordinate the production process? If yes, will that person be present at all shoots? And will they also be responsible for overseeing the advertising media?

**Response:** Yes, a representative from the Columbus Police Department will be present at all video and photo shoots, as well as the oversight of advertising media.

Question 14: Does the Columbus consolidated government have any safety protocols via COVID or other that will be required during the production phase?

**Response:** Columbus Consolidated Government *currently* does not require face masks or social distancing. Once the contract is awarded and in-person work begins, the successful firm should revisit this question with the Columbus Police Department representative referenced in the response to Question 13.

Andrea J. McCorvey,  
Purchasing Manager

